

Nordea Bank AB is a leading financial services group operating in Nordic countries and Northern Europe. Nordea currently serves 11 million customers of which 2.3 million are Finnish. Optimaze.net service contains information on Nordea's premises in the Nordic countries, which in figures means about 1 700 addresses and 1.3 million square meters of gross area. In the future, reports on space usage and the carbon footprint apply to almost 35 000 people

Optimaze.net increases the personnel's awareness of environmental effects

Nordea employees take responsibility for their ecological footprint
Nordea has been using Rapal Oy's Optimaze.net service since 2007 to determine office costs and dividing them among its units. In the future, the group aims to make its operations increasingly environmentally friendly and the Optimaze.net environmental calculation tools will have an important role in this project.

On a Nordic scale, Nordea is a pioneer in implementing an extensive environmental program. As part of its CSR program, the banking group started up the Ecological Footprint program in the autumn of 2008, selecting Rapal Oy's Optimaze.net service as one of its tools.

"Optimaze.net has worked really well at Nordea and the established goals have been reached beyond expectations," says Juha Olkinuora, Head of Premises and Property Management at Nordea AB.

"By focusing on environmental efficiency, every company or family can reduce their ecological footprint to a surprising extent with a small investment. In 2009, Nordea's offices were able to reduce their water consumption by 7.7% and electricity consumption by 6.2%," Olkinuora says.

Premises and property management is the future

In recent years, Nordea has invested strongly in premises and property management. According to Juha Olkinuora, premises and property management is no longer merely the management of a physical space or building technology, but rather a factor that supports the business and brand. The cooperation between

Nordea and Optimaze.net has continued for several years now, as part of Nordea's premises and property management strategy.

"We have been satisfied with our cooperation and the service provided by Optimaze.net," Juha Olkinuora says. "The strengths of the service are the browser-based system, the processing method of office costs and the direct communication of information related to premises and property needed by management, in particular, to various parties in our sprawling organization."

"With Optimaze.net we can allocate office costs to the users through mutually accepted principles and open our cost structure to all those who want to access it," he continues.

Awareness improves understanding

"Presenting the opportunities which influence the environment and the results thereof to the personnel is essential in attempting to influence the work environment and behavior of some 30,000 people in four Nordic countries," Juha Olkinuora says.

Optimaze.net distributes reports on Nordea's overall carbon footprint to all organization units. It displays the environmental load attributable to the units' operations and the respective figures and trends for other units, thus facilitating the reduction of the environmental load from operations.

"Nordea aspires to make concrete reductions in energy and paper consumption as well as travel in the period between 2008 and 2016. The goals are so ambitious that they require a 100% commitment of the entire staff and progress reports to help direct operations," Juha Olkinuora concludes.

AN INTRODUCTION TO REDUCING CARBON AND COSTS

Optimize.net approaches environmental issues through efficient corporate real estate management. The system helps to set objectives and monitor results simultaneously with respect to both finance and environmental impacts, and promotes property management that is in accordance with sustainable development.

Optimize.net Environmental Calculation

Optimize.net is a comprehensive software-as-a-service solution for corporate real estate management. The system includes up-to-date information on client organization, its premises and how the space is all in all used. The organization and its buildings form the basic structure of Optimize.net. The core of the system is the detailed space data of every floor including floor areas, space categories and the space usage. All information is managed through an easy-to-use graphical user interface.

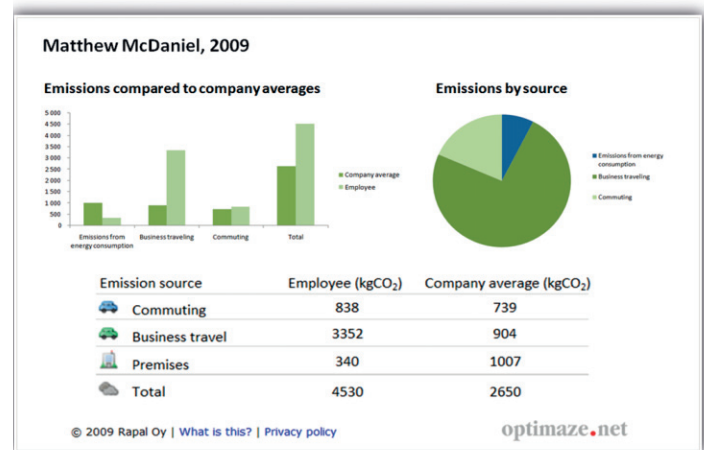
How does it work?

As a part of Optimize.net system, Environmental Calculation is a cross-sector tool for calculating and reporting emissions and other environmental indicators related to the use of premises. Optimize.net can be used to monitor and report:

- consumption and emissions of purchased electricity
- consumption and emissions of district heating and cooling
- consumption and emissions of stationary combustion
- water consumption
- business traveling and its emissions
- commuting and its emissions
- paper consumption
- amounts of waste

Optimize.net incorporates the environmental perspective into the same tool alongside other essential factors in corporate real estate management. Optimize.net uses a sophisticated allocation to business units based on space categories and employee's day-to-day space usage. In the allocation process, energy and water consumption are directed to buildings and allocated to premises. If some of the initial data is not available, calculatory or extrapolated data can be applied. This can be done e.g. in cases where energy consumption does not cover all of the client organization's

premise's area. As the system gathers information about the floor plans and how the organization uses the premises, emissions can be allocated to employees or cost centers based on their space usage. Emissions from traveling are allocated to units, cost centers or even employees.



As a result, Optimize.net can be used to report environmental performance indicators not only for buildings, but also for particular user groups on organization every level. The environmental reporting can be as detailed as personal reporting based on individual employee's traveling and space usage.

Reporting is based on Global Reporting Initiative's (GRI) sustainability reporting guidelines. Optimize.net can be used for the various needs of annual corporate responsibility reporting. Optimize.net promotes applying for LEED certification through various reports and can even earn you extra points for innovative distribution of environmental information.

Optimize.net environmental calculation follows The Greenhouse Gas Protocol's (WRI/WBCSD) international accounting standards. Calculation model is developed in cooperation with Technical Research Center of Finland and audited by KPMG (calculation-specific). Emissions factors for energy consumption and traveling can be applied internationally.